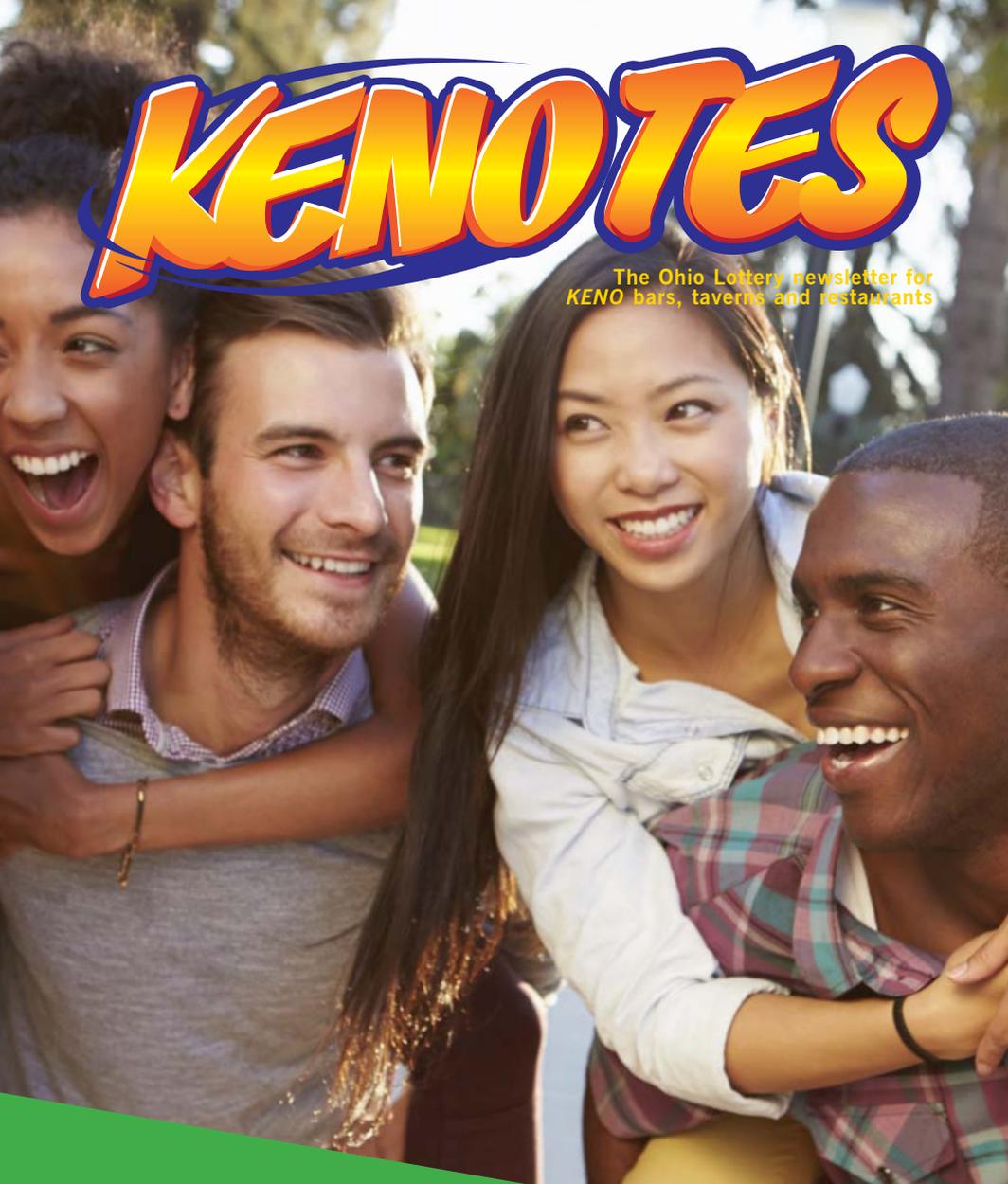


KENOTES

The Ohio Lottery newsletter for
KENO bars, taverns and restaurants



KENO Mania
“Free Three”
Promotion begins March 20





For Starters

Intralot terminal service issues
1-866-710-2462

Hotline
1-800-686-4208
General retailer services
Instant ticket ordering
Claims questions

Regional Sales Offices
Region 1: Cleveland regional office
216-774-5671

Region 2: Toledo regional office
1-800-589-6442

Region 3: Dayton regional office
1-800-589-6463

Region 4: Cincinnati regional office
1-800-589-9882

Region 5: Columbus regional office
1-800-589-6445

Region 6: Athens regional office
1-800-589-6466

Region 7: Akron-Canton regional office
1-800-589-6467

Region 8: Youngstown regional office
1-800-589-6468

Region 9: Lorain regional office
1-800-589-6469

Winning Numbers line
1-800-589-6446

Website
www.ohiolottery.com

Check out:

The KENO Mania Free Three Promotion
Beginning March 20
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Retailer spotlight
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Countdown Series Games
Key points to take away and share with customers
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Winner News
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Blog
www.ohiolottery.wordpress.com

Twitter
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Compulsive gambling can be treated. If you or someone you know has a gambling problem, call the Problem Gambling Helpline at 1-800-589-9966.

Welcome to Kenotes

**a publication for bars, taverns and restaurants
selling the Ohio Lottery KENO game.**

KENO Mania Free Three Promotion

Get ready for the March 20 tip off of the *Keno Mania Free Three Promotion*, a brand-new Ohio Lottery promotion providing a little extra suspense during the height of the college basketball season! During the *Free Three Promotion*, a \$20 Keno purchase provides a free \$1, 3-spot wager that's good for four consecutive drawings.

Learn more on pages 4 and 5.

It's Countdown time!

Let's hear it for Countdown Series Games – *Gems*, *Classic Spins* and *Three of a Kind* – and keep them top-of-mind with patrons. Know how many tickets are left for say, *Gems*, in your group? Watch the group count for each game go down, and when the time is right...let your patrons know it's time to play!

Want an easy way to keep track of your group's Countdown Game play? Check the MP vending machine. Did you know Countdown Game and group info is mobile too? Simply download the Ohio Lottery's mobile app. You and your patrons will love it.

In this issue, we encourage you to enjoy a few minutes with the American Legion Post #397 in Vermilion. As a Lottery retailer, its members have been having a lot of fun with Lottery games like Countdown, progressive jackpot games and *Keno*.

They've been a money maker too.





Keno bars, taverns and restaurants will receive coasters, posters and table tents to support the promotion. Look for delivery by your Lottery sales representative in early March.

THE SHOT THAT HITS THE SPOT.

For every \$20 **KENO** single-ticket purchase, get a free KENO ticket with a \$1 3-spot play for 4 consecutive draws.

Promotion runs March 20 through April 7 during KENO drawings on tournament days only.

Visit ohiolottery.com for complete details.

Lottery drawings are subject to Ohio House and Commission regulations. Prizes paid in cash. Free ticket value is \$4. Total Games Processed: 1,000,000 / Unit Cost: \$0.025 / Publication Date: 2/14

KENO MANIA

FREE THREE

PROMO TIPS OFF MARCH 20

Promotion details on the flip side.

ohiolottery.com

OH!
LOTTERY

KENO

This purchase entitles KENO ticket with a \$1 4 consecutive draw

00010 04566 0000458750

02 03 07
17 19 3

Draw Number
Thurs
FOR
KEN

Enjoy your next 4 draws (\$4) at Facebook

20573 51168 0000

19 4

Draw Number
BOC

Game Full

FOR DRAWING RESULTS
WWW.OHIOLOTTERY.COM

KENO Mania “Free Three” Promotion begins March 20

Keno, college basketball and fun! In March, it all comes together during the height of the college basketball season with the Ohio Lottery's *Keno Mania Free Three Promotion*. For every \$20 *Keno* ticket purchase made, your patrons will receive a free, \$1 3-spot wager, good for four consecutive drawings. The promotion repeats for any \$20 increment of *Keno* purchased.

Here's the schedule:

*Thursday, March 20 - Monday, March 24 at 2:28 a.m.
Thursday, March 27 - Monday, March 31 at 2:28 a.m.
Saturday, April 5 - Sunday, April 6 at 2:28 a.m.
Monday, April 7 - Tuesday, April 8 at 2:28 a.m.

*The promotion starts at midnight for each game series listed.

Please note: There are no *Keno* ticket cancellations on promotional game days.

Ticket accounting

Want to see how you're doing? Each free wager will show up in the “promo” line of your weekly sales and invoice reports.

Have a Free Three winner at your place? Encourage customers to post their winning comments on the Ohio Lottery's Facebook page.

For illustrative purposes only.

Fiebirsch Post #397 American Legion

The Lottery's financial impact

The extra income from the Lottery has really helped out. The money the Legion has raised has gone for practical needs, like resurfacing the parking lot, and purchasing a new fryer and ice machine for its members.

"We've been surprised it's brought in as much money as it has," says **Dennis Lerchbacker**, who serves as the Post's finance officer. "I'd encourage any Post thinking about bringing in Lottery to do so. You can see how popular it's become."

Lottery game sales at the American Legion Post increased 38 percent from 2012 to 2013.

Games to watch

EZPLAY® Games -- especially the ones with a progressive jackpot or one of the games from the Countdown Game Series.

"I like them better than the scratch offs and they don't leave a mess on the counter," says **Russ Mayer**, Post Commander.

While *Keno* is the most popular game among its members, progressive jackpot and Countdown Games are growing at a fast rate.

Some of their favorite charities

The American Legion Post #397 raises funds to support a host of youth, community and veteran programs like youth baseball, the local veteran home and Buckeye Boys and Buckeye Girls State.

Learn more about the Legion's experience with Countdown Games on page 8.





Favorite numbers to watch

"9," "79" – they're some of the bartender's favorite numbers.
"14," "20" – those numbers are favored by the Post's handy man.

Big Winners

On Feb. 2, 2013, a member won a \$31,856 *Perfect Game 300* jackpot.

Members

About 800 total; and 200 active members

Busiest time

4 p.m.-6:30 p.m.
most days



Dennis (center), a one-time visitor from Texas, came for a fish fry and you could say he was hooked. He's now the finance manager for the American Legion Post #397 in Vermilion.

Russ (left) has been commander since 2005.

Mandi is the canteen manager. She's won a *Countdown Game* jackpot twice!

Let's hear it for Countdown Games!

\$1 Gems, \$1 Classic Spin, \$2 Three of a Kind

As the number of tickets goes down – the odds of winning the jackpot go up! Let your patrons know the games, your friendly “rivals” and the number of tickets still available.

Fiabirch Post #397 American Legion

How are Countdown Games going at the American Legion in Vermilion?

“Everyone loves it,” says Mandi Flores, the canteen manager, who oversees Lottery games for the Post.

A six-year employee of the American Legion Post, she knows its members well and has many regulars.

“We have one member who watches the progress of the games on his computer, and when it starts to get close, he'll come down to play,” she says.

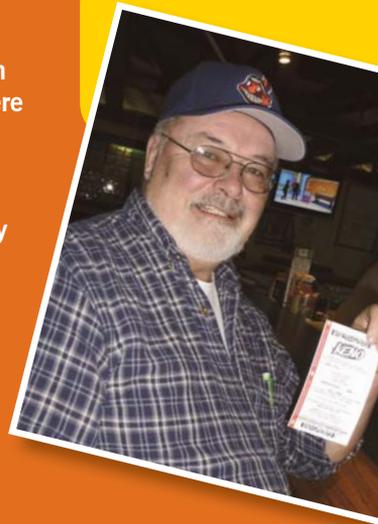
The American Legion Post had six jackpot winners in the games' first two weeks. Two of those wagers were placed by Mandi. She calls that “sheer luck.”

As to her members, she says, “They really like the competition to see who gets it (the win). I think they like to see our name on the screen.”

One to watch

The American Legion Post #397 in Vermilion is a top sales performer in all three Countdown Games. Through Feb. 19, the American Legion Post has had 10 top prize winners. The Post is a member of Countdown Games group 78, representing 27 retailers in and around Lorain, Amherst, Elyria and Vermilion.

Who's in your group? How many tickets are left? Answer those questions and let your customers know today!



Don, an American Legion Post #397 member, is having fun with Keno.

A great promoter: Fricker's #110, Maumee

What does Shane, the manager of Fricker's #110 in Maumee, have to say about Keno?

"What I like is, when people play just about everyone walks away with something."

Shane makes a point of talking to his restaurant's *Keno* regulars, and he encourages employees to maintain an ongoing conversation on the latest Ohio Lottery games with customers. One of his longtime bartenders is especially known for getting groups of people at the bar to join in together and play Ohio Lottery games.



*Amanda, Andrea and Katze,
employees of Fricker's #110,
Maumee*

"The Lottery is about having fun, and Fricker's is too."

Shane is a 15-year Fricker's employee.

Advice and quick facts:

- Get to know your regular Lottery customers. Ask them for feedback.
- Use Facebook to grow your audience. Fricker's Maumee posts its Ohio Lottery winners!
- Customers' favorite games: *Keno*, progressive EZPLAY® Games

Big Winners!

November 2013 to January 2014 *Winners of \$5,000 and up*

11/9/13	\$6,000	Tina Conti, Wickliffe	Stingers Bar & Grill, Euclid
11/14/13	\$20,500	Carl Hawk, Sandusky	J L Manny S Restaurant, Sandusky
11/16/13	\$5,505	Jay Yoder, Massillon	Herbie's, Massillon
11/25/13	\$5,052	Joseph Rhodes, Cleveland	House of Blues, Euclid
12/11/13	\$5,500	Della Kroger, Troy	Submarine House Bar & Grill, Troy
12/12/13	\$40,000	Ian Hunter, Pickerington	Roosters Pickerington, Pickerington
12/13/13	\$8,804	Ana Nikolic, Parma	Thirst & Ten, Middleburg Hts
12/14/13	\$5,500	Richard Pompeo, Cortland	Holiday Bar, Warren
12/15/13	\$5,000	Amanda Whitaker, Hamilton	Roosters, Springdale
12/15/13	\$5,000	Aaron Rulewicz, Canton	Fiddlestix Billiard Cafe, Canton
12/18/13	\$8,200	Danielle Loppatta Sabino, Canfield	Blue Wolf Tavern, Boardman
12/19/13	\$20,000	Louis Santo, Toledo	Still Delaney's Lounge, Toledo
12/21/13	\$11,010	Anthony Jagodzinski, Northwood	Toledo's Mainstreet Bar & Grill, Toledo
12/23/13	\$8,200	Jeffrey Daughtery, Lancaster	Fairview Inn, Lancaster
12/27/13	\$10,000	Frank Sienkiewicz, Northwood	Johnny's On The Spot, Oregon
12/28/13	\$8,200	Mark Hardy, Columbus	Front Row Sports Bar, Columbus
1/11/14	\$8,200	Mark Hardy, Columbus	Front Row Sports Bar, Columbus
1/11/14	\$7,240	Russell Thomas, Milford	By Gollys, Milford
1/17/14	\$5,000	Lewis Hutchison, Cortland	The Lake Tavern, Cortland
1/18/14	\$10,004	Dena Stein, Cincinnati	Kenny's Sports Bar, Cincinnati
1/31/14	\$5,760	Joanne Smalley, Ashland	Evergreen Tavern, Ashland



Dena's beaming! She won \$10,004 playing Keno at Kenny's Sports Bar in Cincinnati.



Top Jackpots: Cash Pocket*

Among bars, taverns, restaurants and clubs

- Fricker's #123, Troy**
Nov. 29, 2013 : \$15,102
- Lake White Club, Waverly**
Dec. 22, 2013 : \$11,985
- Chestnut Tavern, North Ridgeville**
Nov. 17, 2013 : \$11,878
- Rush Inn Bar & Grille, Avon**
Dec. 18, 2013 : \$11,473
- Jordan's Deli & Catering, Gahanna**
Jan. 16, 2014 : \$9,931
- Murray's Place, Kettering**
Jan. 30, 2014 : \$9,562
- Final Score Sports Pub, Delaware**
Feb. 14, 2014 : \$8,452
- Aces Grill, Middleburg Heights**
Feb. 7, 2014 : \$8,098
- Slaters Madison Street Pub, Port Clinton**
Nov. 8, 2013 : \$6,245
- VFW 6069, Lebanon**
Nov. 11, 2013 : \$6,079
- American Slovak Club, Lorain**
Nov. 5, 2013 : \$5,231
- Airway Billiards Bar & Grill, Dayton**
Dec. 7, 2013 : \$4,342
- Cheers Sports Eatery, Holland**
Nov. 9, 2013 : \$3,189
- Swinging Door Lounge, Rocky River**
Nov. 6, 2013 : \$2,742
- Gabby's, Columbus**
Jan. 9, 2014 : \$2,734
- Arrow Cafe, Clyde**
Dec. 9, 2013 : \$2,727
- New Glass Bowl Lanes, Toledo**
Nov. 13, 2013 : \$2,104
- Laporte Inn, Elyria**
Nov. 17, 2013 : \$1,801

*as of Feb. 25, 2014

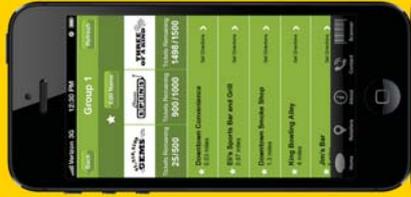
For illustrative purposes only.



Jamie's a head bartender, and Hailea is a server at Fricker's in Troy. They sold a top Cash Pocket jackpot prize.

Going mobile with Countdown Games

Use the Ohio Lottery's smart phone app to find a local Countdown Game group, check out the Countdown Game tickets remaining for that group, and join in the fun!



THE OHIO LOTTERY
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